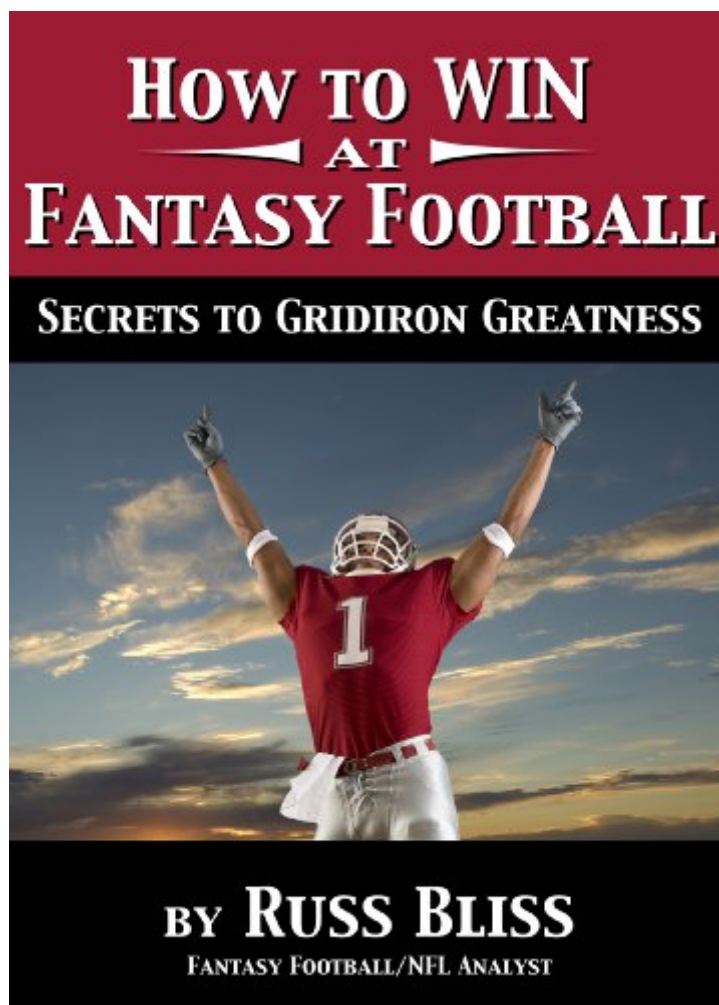


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# How To Win At Fantasy Football: Secrets Of Gridiron Greatness



## Synopsis

Intrigued by fantasy football but not sure how to start? How to Win at Fantasy Football is a great introduction for those just starting out, but it also reveals the secrets of gridiron greatness for those who are ready for advanced strategies. In addition to great advice, this book is packed full of examples from previous seasons complete with players' names and stats. And, of course, the 2013 edition includes the latest information including how to draft a winning team and lineup advice for the first week of the new season! Topics include:

- How to create your own Fantasy Football League
- How to Prepare Positional Draft Cheat Sheets
- Guidelines for Novice Fantasy Drafters
- Tiering vs. Value Based Drafting
- Auction Strategies and Tactics
- Three Point Plan for How to Win
- The Fantasy Football Law of Averages

About the Author Russ Bliss is nationally recognized as one of the premiere fantasy football experts in the industry. Since 1997, he has hosted one of the longest continuous running fantasy football radio shows called "The Red Zone" in Phoenix, Arizona. He has been interviewed for Bloomberg News and his fantasy football blog "Tips From The Red Zone" was named one of the top authoritative fantasy football blogs by the Wall Street Journal. Bliss is the lead fantasy football analyst at FantasyFootballStarters.com.

## Book Information

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## Customer Reviews

I really think that in order to win in fantasy football you need to know how to draft the best players, make smart trades, manage your waiver wire and set the best lineup you can each and every week. Russ Bliss, with fantasyfootballstarters does an amazing job covering all of this in this easy to read and understand book. His approach to ranking players via tier sheets and turning those into smart fantasy football cheat sheets, is what really jumps out at me in this book.

This book is definitely my favorite read of the year. It's perfect for FFB fanatics like myself. I can't wait to use these strategies for all my leagues this year. Thanks Russ!!

Fantasy Football is a passion of mine and an obsession of Russ Bliss! He was on the cutting edge of the Fantasy Football wave long before any major media sources embraced it. What that has allowed in his book, "How to win at Fantasy Football" is a clear, concise guide to being successful in Fantasy Football, one of the fastest growing social networks out there by the way and a multi-million dollar industry. The guide is an easy to read and comprehend "road map" of how to get involved with Fantasy Football. From the novice to the seasoned veteran Russ has something for everyone. Russ has developed solid drafting and rating strategies that as much as possible allow you to predict...the unpredictable! Luck always plays a huge part in Fantasy Football but having and using this guide will provide you the tools to put yourself in the best possible position to compete and win in ANY style league. By the sheer nature of his passion and expertise, Russ Bliss is a MUST read and well worth the investment. After you've read it you will take on my mantra, "Russ said it, I believe it, that settles it!"

Just printed out the 2013 How To Win Fantasy Football ebook put together by Russ Bliss. I still remember the first year he put together this guide and I was impressed by the amount and detail of information Russ provided. This after playing fantasy football for 27 years! You never get to a point where you "know it all" in fantasy football. There will always be curves throughout the season and you can't forget to factor luck but you can expect the Fantasy Football Law of Averages to bite you in the butt at least once during the season. This ebook is an all-pro performer for owners of all

experience and skill levels. Even now, I pick up useful reminders when I sit down and read the ebook cover to cover. Even though some of the topics of discussion don't pertain to any league I play it, it's always worthwhile to see the many different ways people play fantasy football. Outside of the spelling mistakes and grammatical errors the ebook seems to be on spot for the start of the upcoming NFL season and kickoff to fantasy football drafts. The last 2 years I have used Russ's draft guideline in conjunction with my thoughts on how to draft a fantasy team. What surprised me the first year I read his ebook was how similar the two draft strategies paralleled each other. In fact I even posted a few stories about the thrill and excitement as I headed towards draft day. While I didn't win my league that year or any subsequent year leading up to this season I still appreciated having the draft guidelines that Russ laid out. For new owners it would be a big benefit to pay attention to the round by round instructions, but as Russ says a draft is dynamic and you need to remain flexible when your picks come up. This goes for experienced owners too, who playing in multiple leagues with different scoring systems. Every year I have read his ebook I get excited reading the scoring section; in hopes my league will adopt this scoring format. Unfortunately by draft day I am let down as we continue with a "more does mean better" mentality in our league. Gone are the days of keeping scoring "simple" and rewarding players for their outstanding play instead of rewarding them for every single yard they grind out. I was of the "simple" mentality for years but the ebook introduced me to new concepts and ideas that I have taken to my league in order to institute. When it comes to the draft guide, it's not set in concrete. Your league varies from my league, which is probably different than what Russ plays in. From the number of owners to the league layout and drafting tendencies these are all dynamic. So there is no one best plan to accommodate every owner, BUT Russ does a great job providing the foundation on which to build your fantasy team. Over the last 3 years I have employed a number of different strategies when it came to the draft. Over the years I subscribed to the 1 QB/1 RB/1 WR mentality through 3 rounds. That would usually provide a solid triad from which to build your team. Unfortunately, things being what they were, my strategy failed me and I was left looking up all season at the leaders. A concept I am still trying to grasp is the 2 QB draft. I thought I had a good plan in place, again thanks in part to many lengthy discussions that took place on FFS and the information gleaned from the ebook. After playing with the same group of guys for years, I like you, might know their tendencies when it comes to draft day. One of the things I could not really plan for the last few years, the number of quarterbacks being drafted through 2 rounds. Last year 11 QB were selected in the first 3 rounds and 10 QB the year before! Logic would tell you this left more RB and WR on the board to draft with so many drafting a QB. Waiting for a QB in round 5, 6 or 7 became tough to deal with. At least in our

league many wanted a prime time arm, but they were paying dearly for it in the early rounds. Rarely was there any good information to provide a format to follow for starting 2 QB. Based on my (incorrect) conclusions I tried last year and failed...miserably. I had a 2QB draft strategy in place, but after the 5th pick my strategy had been reduced to nothing more than fodder. Unlike the options Russ provides I had no contingency plan in place for the first 3 rounds. Still logic dictates these are the "easy rounds" in a draft, as you know you will get quality talent. The ebook also introduced me to ADP and VBD, two acronyms and systems I had never used. Before 2 years ago I never followed mock drafts or participated in them. I will find them useful, to a point. Again, it's back to tendencies and YOUR league that will play into how a draft goes. The draft is dynamic and as I saw last year my strategy was out of the door after just 5 picks. Maybe that is a lack of planning on my part to plan for the worst and hope for best. Luck was NOT my lady last season. Then again, it could have been all the Johnny Walker Blue during the draft. My memory is a bit fuzzy. I now take both ADP and VDB into consideration when planning my cheat sheets, thanks in part to Russ introducing both concepts in the ebook. If you haven't used either or both I would recommend giving them another look. Both are powerful tools that can assist in your draft. With that said, it usually comes down to Tiering for my cheat sheets, Russ stresses this as well in the ebook. It's a very clear cut way to decide what players will be on your radar for the upcoming round. You can refer to other resources in order to help select a player from an individual Tier, because players are usually grouped pretty closely together. We see the questions come up every year on FFS, about favorite players or teams. I go into the draft wanting no player in particular and favoring no team. I did this in year 1 and ended up with Ali Haji Shiekh as my first pick. Not sure I recall seeing this information last year, but it's great to know Russ has included FP/PG or Fantasy Points Per Game in the book this year. This like many other items I have already touched on is interesting to see, especially when the numbers are broken down. Russ "came up with a ranking system incorporating both yards allowed and touchdowns allowed to determine the weekly matchups for QB, RB, WR/TE against the NFL defense they were facing." Talk about revolutionary! This doesn't work to start the season, but by midseason you have collected enough data to implement FP/PG and start to benefit from results. I am excited to see this added into the ebook and should benefit those owners willing to take the time and run the numbers. Russ does provide his 3 point plan for winning at fantasy football. He makes it sound so simple from the drafting of players, to starting the right players and acquiring free agents. Yet it's not as straightforward as it is written. Luck, as Russ says is something you cannot draft. It's something that just happens in fantasy football. Sometimes you are blessed to have it, other times you wonder if you will get any breaks before the season is over. I concur with his lineup advice and

it's repeated time and time again on FFS. Start your studs (early) and don't panic if your stud is a dud the first few weeks. We compare fantasy football to a marathon, not a sprint. You are in for 17 weeks, so starting slow isn't necessarily going to bite you early on. Watch out for The Ogletree Factor, as I wrote about it last year, Russ mentions it in his ebook calling it The One Week Wonder. It happens EVERY year and some owner will jump on a hot weekly player only to lose out in the long run that player who doesn't perform up to their one week numbers. This is referred to as the fantasy football law of averages, another point that is stressed time and time again on FFS. Overall another OUTSTANDING ebook has been compiled by Russ. It's for owners of ALL experience levels, from the first time owner to the long time veteran; the book seems to have something for everyone. As I said I was shocked when I read it the first year and learned a great deal of information. Now, I look forward to reading the updated when it's released every year. Big props to Russ and all those at FFS for all they do. In all my years of participating in fantasy football I have not found a better site when it comes to drafting tools and preparing for a draft. During the course of the season it's great to listen to Russ on air and bounce ideas and opinions off the many owners who contribute to the FFS Forums. Thanks again to Russ and all those who make FFS what it is. Best of luck this year to everyone in your upcoming fantasy leagues.

This is hands-down the most practical, thorough, easy-to-read guide I've seen on fantasy football. He even explains how to set up your own league, which I think is a huge part of the fun of fantasy football, rather than just joining somebody else's league and playing by their (sometimes weird) rules. But where the book really shines is the details. Even fantasy veterans can pick up some shrewd observations on 2013 draft trends. The author clearly did his homework. Plus, he gives real-world examples, using popular players (Joe Flacco) as well as "one-week wonders" (anyone remember Dallas WR Kevin Ogletree in 2012?) to make his points about smart player acquisitions. Whether you want to de-mystify ADP, tiering, IDP, VBD, or auction drafts (there is an awesome glossary by the way) or you are just looking for solid advice on which draft strategy works best, this is the book for you. He gives round-by-round instructions on how to manage your draft. A lifesaver for newbies, and a good refresher if you thought you knew what you were doing, but blew it last time. ;) Bottom line: the book is a fun read. I love how he states, "Hey, this isn't rocket science" and he never loses the point that fantasy football is about enjoyment. Some fantasy nerds get WAY too serious and take themselves too seriously, too. This is NOT a boring book! Highly recommended.

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